



# Analysis of moral communications on the website series “Nurut apa kata Mama” on Youtube channel Asia Central Bank solutions

M. Firnanda Saputra<sup>1\*</sup>

<sup>1</sup>Universitas Ahmad Dahlan, Yogyakarta, Indonesia

\*Email: m1800030398@webmail.uad.ac.id<sup>1</sup>

## ABSTRACT

### Keywords

Moral Communications  
Website Series  
Youtube  
Asia Central Bank

While viewing the web series, the audience is immersed in a narrative that transcends the boundaries of space and time, offering insights into life and potentially impacting the viewers. Viewers of a web series are able to grasp a message conveyed by the series, similar to the moral message found in a web series. An online series called "Nurut What Said Mama" has been broadcast on Central Bank Asia's Solutions. Based on my previous statement, Mommy hosts a television program that pertains to the experiences and situations of ordinary life. Although presented in a comedic format, the web series is replete with profound significance and educational content. Given the information provided, the researchers chose to undertake a study titled "Analysis of Moral Messages in the Web Series Nurut Apa Kata Mama on the Central Bank Asia Solution Youtube Channel". The study employed qualitative research methodology, namely content analysis, to provide a comprehensive understanding of the social context shown in the series "Nurut Apa Kata Mama". The approach adopted was descriptive, aiming to present a broader overview of the social environment rather than focusing on specific messages or texts. Researchers employ observational techniques, conduct library research, and analyze documentation to collect data. Triangulation of sources in credibility assessment refers to the process of corroborating evidence from multiple sources at various points in time. The research was examined utilizing Miles and Huberman's interaction model for analyzing data gathering, data reduction, and conclusion and verification. The research findings revealed that certain moments from the "Nurut Apa Kata Mama" web series, which conveyed a moral message regarding the ethical aspects of human relationships with God, suggested a lack of emphasis by the communicator on the acceptance of faith or godliness. The moral self-regard of individuals is not adequately emphasized, and the moral theme in the series is more likely to be conveyed through the interpersonal interactions among the characters. Morality in human connections pertains to the communicator prioritizing interpersonal messages that involve interactions between individuals.

## 1. Introduction

Movies possess the ability to evoke strong emotional connections with their viewers and exhibit significant aesthetic influence. A multitude of individuals assess and condemn the picture as a kind of amusement for its ability to provide an escape from reality. However, there are other individuals who highly commend him for his exceptional ability to cultivate imagination, enabling people to become conscious of their desires and fantasies. The medium of film plays a crucial role in effectively transmitting messages to its viewers, serving as a powerful weapon of mass communication. These signals can exert either a beneficial or detrimental influence. Individuals can readily comprehend and

recover a message from the film, although there may be a challenge in grasping the message, particularly if the viewing is solely for the goal of amusement. There is a significant number of individuals who express disapproval towards movie analysts, deeming their efforts futile and asserting that their presence detracts from the overall enjoyment of the film. There is no issue, as each person possesses the autonomy to select and determine their approach to experiencing a film, such as simply enjoying and viewing it or delving into the profound significance of the underlying message. It is incorrect to claim that studying a movie prevents one from enjoying it entirely. If an individual possesses the desire and inclination to comprehend and analyze a film and engage in cognitive exploration, then a movie has the capacity to impart knowledge, facilitate learning, and potentially evoke inspiration.

The message conveyed in a movie can encompass a wide range of themes, including moral lessons, expressions of admiration, motivating insights, and sources of inspiration. The messages have a significant impact on shaping listener behavior, particularly through the moral message they convey. The moral message is an instructional communication that encompasses verbal and written forms, aiming to guide individuals on the principles and conduct necessary to cultivate virtuous character. (Franz, 1987). Put simply, the dissemination of novel cultural principles Morality is an integral aspect of human existence. Due to their ethical nature, individuals with strong moral principles consistently engage in actions that benefit both themselves and others. An individual who possesses a strong sense of morality will consistently refrain from engaging in falsehoods and deceiving the truth. Furthermore, they will exhibit bravery in their efforts to eliminate transgressions. They will lack tenderness in their appearance or nourishment. Individuals who possess moral integrity consistently demonstrate respect for others, regardless of their social standing.

They will consistently demonstrate exemplary behavior in all aspects of their lives. Morality holds significant importance in the existence of humanity. Moral messages are disseminated through the medium of film. With the advancement of technology, individuals now have a more efficient means of discovering movies. Social media is a commonly used personal gadget. Examples of social media platforms include WhatsApp, Instagram, YouTube, and various others. The YouTube platform facilitates the discovery of videos originating from many countries for its consumers. YouTube facilitates the sharing of diverse videos and provides platforms for individuals to connect, exchange ideas, and motivate others globally. YouTube currently offers a wide range of shows that allow users to unwind by producing videos and brief web series to engage viewers. Furthermore, the movies featured on YouTube now have the ability to incorporate uplifting messages that are presented with clarity, brevity, and enthusiasm. Numerous filmmakers showcase their creations on YouTube with the intention of making them accessible to a general audience while also aiming to educate and create a beneficial influence.

The number of digital video viewers or downloads in Indonesia in 2017 reached 68 million people. The figure, according to eMarketer projections, will continue to rise to over 100 million people. With a population of 265 million and more than 150 million connected to the Internet, there is huge potential for the growth of online media (digital video service providers) in the country. Digital video viewers in Indonesia in 2018 were estimated to reach 77.3 million, beating Japan, which only reached 71.6 million, and Australia, which reached 14.1 million. The most widely watched digital video is the web series. The web series was first produced by Bullseye Art in 1995 with short animated series material. The Web series is taking part in the world of communication as a mass media that influences the targeted masses. Because of its audio and visual nature, the web series can tell a lot in a limited time. When watching the web series, the audience is made to penetrate space and time that can tell life and can even influence the audience. It makes the audience watching a web series catch a message from the web series, just like the moral message from a web series.

One of the web series that's been shown is Nurut What Said Mama's on BCA Solution. According to what I said, Mommy presents a show that relates to everyday life. Despite being wrapped in comedy, the web series is loaded with meaning and learning. According to what Mama said, it's about three generations in a family that has a unique life. They consisted of her father, mother, daughter, and a housekeeper. Mrs. Nyoto is a housewife who loves to explore her cooking skills. He frequently runs a variety of households to generate pounds of rupee from a cooking hobby. Mrs. Nyoto herself has a husband named Mr. Nyoto. He is a hard-working man and very kind to his family. From their second marriage, they have a daughter named Icha. Beautiful girl who just graduated from the class

bench. All three live happily with their brother. The series, according to what Mama said, became a form of attention at BCA Bank. Especially in educating the public about the dangers of online banking fraud that are now spreading. Besides, this show also introduces quality products from BCA Bank that can benefit the community.

Based on the above description, the researchers decided to conduct a study entitled Analysis of Moral Messages in the Web Series According to What Mama Says on the Central Bank Asia Solution Youtube Channel. This research is expected to be a foundation and means in the development of communication sciences in particular and can be useful and a reference for future researchers. This research is also expected to be beneficial to students in analyzing the moral message in films and can be accepted as a contribution to improving the use of moral messages in films.

## 2. Theoretical Framework

### 2.1 Webseries

A web series is a type of television series that is distributed on a website, either on the website of its creators or on video content platforms like YouTube, WeTv, and Vimeo. A web series is a form of digital material that utilizes Internet technology to achieve rapid and widespread dissemination, making it highly likely to go viral. It offers producers a powerful means of delivering their content while granting the viewer limitless access to it without any limitations on time or space. This led to the inception of a standardized practice of uploading videos and the rise of autonomous channels. The content showcased by these channels is diverse, encompassing both professionally produced videos and personal recordings. Web series have emerged as a popular kind of entertainment for internet users nowadays (Alfajri, 2012).

Web series creators should attentively heed the audience's input and implement modifications accordingly. The act of conveying pertinent information to the target audience and involving them in the content of the product serves to delineate the specific audience being addressed. Brands can take advantage of the opportunity to promote their products or services on the YouTube platform, which offers a growing chance of being embraced by the target market. Antony (2015) explains that advertisers have the ability to determine the specific placement and target audience for their advertisements, which can result in such occurrences. This enables the displayed advertisements to effectively reach potential customers through keyword, topic, and demographic targeting. Additionally, advertisers have the ability to target people based on age, gender, and region.

### 2.2 Pesan Moral

According to the Indonesian dictionary, a message refers to a directive, instruction, advice, or appeal that needs to be sent to others. A message is essentially the output of a sender that is sent to the audience, both through direct means and via the media. Messages typically entail the underlying intention of the communicator. Essentially, a message refers to the transmission of information or communication, whether it is sent vocally or in written form. In this scenario, it is recognized that the message holds significant importance during the communication process. Hence, for a user to transmit a message to another user, an intermediary medium is necessary to facilitate the sending or delivery of the message. (Djawad, 2016).

Morality is the practice of adhering to the principles of personal isolation. exhibit a deliberate refusal to conform to principles, ethics, or truthfulness in one's behavior. To prevent moral deterioration, it is necessary to foster the internalization of either citizenship education or Pancasila education, which are forms of character education. The term "moral" originates from the Latin word "mores," which refers to the established patterns of behavior, conventions, and habits that govern one's way of life. Morality encompasses a collection of principles concerning a range of behaviors that are obligatory to follow. Morality refers to the set of principles and rules that dictate how individuals should behave within social groupings and societies. Morality serves as the fundamental underpinning of societal, national, and international existence. The moral principles conveyed in stories or films serve as practical guidance for moral teachings. Stories and films can provide insights on various life issues, including attitudes, behaviors, and environmental awareness, which are of interest to both the recipients and the audience.

Every work of literature, whether it be a film or any other literary work, always offers the moral message contained therein, either in terms of the story or the course. Of course, there's a lot of the kind

of moral message that's drawn from the literary work room like the movie. The type and nature of the moral message will depend on the wishes, beliefs, and interests of the author or creator (Nurgiyantoro, 2002). The moral values themselves, according to Burhan Nugiyantoro, a literary expert, reveal about the question of human life that consists of three categories:

**Morals in human relations with God:** In this indicator or one of these categorizations it is stated that basically human beings are religious, always in relation to the Creator, so this is what humans are called to always be in relation with God. The moral indicators in human relationships with God are: Being grateful, Believing in God, Praying, and Obedience to God.

**Morals in human relationships with oneself:** The moral understanding of man's relationship with himself is that man always wants to get the best things in his own life without having to rely on others. The moral values contained in human relationships with oneself relate to issues such as self-existence, self-esteem, confidence, fear, shame, longing, revenge, and others that are inherent in the self and the psyche of an individual. Indicators in the moral human relationship with oneself are: Fear, honesty, patience, death, longing, selfishness, hard work, learning, courage, ingenuity, self-esteem, pain, pride, doubt and disappointment.

**Morals in human relations with other human beings:** Basically, human beings dedicate themselves as social beings where individuals need other individuals in their lives. Man is a person who desires to be born and inwardly, then from that way of living side by side and developing weapons of mercy with other people. Indicators of morality in human relationships with other human beings are: affection, willingness to sacrifice, family, care, separation, gotong-royong, and please help.

### 3. Method

The research used is qualitative research with methods of content analysis carried out with a descriptive approach to be able to give a clearer picture of the social situation instead of describing in detail a message, or a particular text that is in the series *Nurut Apa Kata Mama*. Furthermore, this content analysis design is not intended to test a particular hypothesis, or to test the relationship between variables, but to describe the aspects and characteristics of a message. The process of collecting web series data according to what *Mama* said got a number of scenes collected based on the primary data of the entire scene and documentation of the picture scene of the film. After the data is collected, the author then performs a stage of data classification so that several scenes are selected that depict the moral message in the webseries. Research requires research targets that generally exist in large quantities. The success of data collection is determined by the ability of the researcher to live social situations at the limits of research (Yusuf, 2014). Data collection includes observations, library studies and documentation.

In qualitative research, data analysis is an effort to process data, organize data, categorize it into manageable units and identify important content to learn and tell others. The data analysis technique used in this study is the interaction model of Miles and Huberman's analysis of data collection, data reduction and conclusion and verification (Utari, 2013)(Danesi, 2012). Data validation techniques are an attempt to test the validity or authenticity of data. In this study, data validation techniques are used in the form of data triangulation techniques. Triangulation of sources in credibility testing is the verification of data from different sources at different times. Through triangulation of sources, researchers look for other topics on topics that are being studied from sources over their participation (Helaluddin, 2019).

### 4. Result and Discussion

Through the film, the attitude and behavior of the characters are expected to be derived from the moral teachings delivered. The moral value of a film can be seen as a message; even the element of trust is actually the underlying idea of the film. It is based on the consideration that moral values conveyed through stories must have different effects compared to those written. This kind of moral teaching in principle covers all the questions of life and all the issues of human dignity.

There is a moral value in literary works as a message, indicating that literary work is of high value. It's because literary works are created by authors who do not rely solely on talent and creativity. Moral

values are values that refer to the good and bad aspects of human actions as human beings. It can be seen in all aspects of human life in concrete terms, which are actualized through words and actions done consciously or understood beforehand without coercion or pressure from others. In relation to others, either directly or indirectly, every human action is always judged by another human being or individual. The judgment covers the correctness or goodness of human behavior or conduct.

Nurut Apa Kata Mama is a BCA collaboration web series with Imaginari, with Ernest Prakasa as producer and Muhadkly Acho as director. This web series is a way for BCA to convey educational messages related to BCA products and services as well as anti-fraud. Delivered in a light and public-friendly manner, this web series is expected to be entertaining and educational. This web series tells the life of Nyoto's family, which consists of Father (played by Arif Didu), Mother (rolled by Asri Welas), Eyang (sponsored by Rohana), Son named Icha (spoke by Shenina), Jejen housekeeper (spoken by Aci Resti), and Roy seller Bakso. (diperankan oleh Yono Bakrie).

A total of eight episodes of the web series will be broadcast regularly every Tuesday on the BCA Solution YouTube channel. According to what Mama said, it's about three generations in a family that has a unique life. They consisted of her father, mother, daughter, and a housekeeper. Mrs. Nyoto is a housewife who loves to explore her cooking skills. He frequently runs a variety of households to generate pounds of rupee from a cooking hobby. Mrs Nyoto herself has a husband named Mr. Nyoto. He is a hard-working man and very kind to his family.

Icha is the daughter from their second marriage. A stunning young woman who has recently completed her studies. The three siblings coexist together with their brother. One day, Mrs. Nyoto ventured into the homemade cake business, utilizing her newly developed recipe. However, he is currently engaging in a deceptive scheme involving the unauthorized transfer of payment through cookies from a customer. The scammers alleged that the customer had stated that using a money transfer would be beneficial for paying for the cake.

Despite his failure to send any funds. Summary Mama's speech is becoming increasingly peculiar. Simultaneously, Mrs. Nyoto was tricked by the evidence of payment that the perpetrator sent via a text message. Unfortunately, Mrs. Nyoto neglected to review her account transactions beforehand. He is simply transferring funds to the fraudulent individual. Both Mrs. Nyoto and Jenna ART in the family were victims of KTP selfie fraud. At first, Jejen made acquaintances with men from foreign countries through social media.

Over time, he developed a profound and passionate bond with the man. The revelation of her deceitful behavior became apparent when Icha's son, Ma Nyoto, discovered the imperfection in Jejen's boyfriend's photograph. Incidentally, the image that the gentleman forwarded to Jejen resembled an edited version. Her suspicion heightened upon discovering Jejen capturing a self-portrait with her KTP and transmitting it to the individual. Icha, in order to prevent her artistic endeavors from meeting the same unfortunate outcome as her mother's, made an effort to caution Jejen. In addition, photographs taken as selfies using a KTP (Indonesian identity card) are frequently misused for criminal activities. Such as illicit internet-based lending and additional activities.


During the course of this research, the researchers communicate messages to the public that encompass moral principles. The researchers collected data by closely observing each episode of the sitcom "Nurut Apa Kata Mama," which comprises 8 episodes lasting 15-16 minutes each. Presented here is the data together with a comprehensive explanation for the convenience of the researchers.

**Table 1.** Scane Description 1

Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 1</b> <b>00.13.54</b> <b>Medium Shot</b></p>	This scene shows Mrs. Nyoto suffering fraudulent transfer evidence

The moral conveyed in the aforementioned scene pertains to the ethical nature of human interactions, as exemplified by Icha's concern for his mother. He demonstrates his care by seeking proof of any potential deceit, thereby highlighting the need of trust and honesty in interpersonal relationships. In addition, there is a moral lesson within the family dynamic where Mom Nyoto's mother expects her son to comply with her parental authority. The final aspect is the ethical nature of one's personal connections, namely the profound disillusionment experienced by Mrs. Nyoto upon discovering she had been tricked. Hence, it is imperative to always uphold familial harmony and prioritize dedicating ample attention and quality time to one's family. This serves as the initial stride towards achieving a harmonious family dynamic. Establishing a strong and cohesive bond among members helps foster the development of harmony. Therefore, no physical or emotional separation occurs between the child and the parent. In order to attain a family that is characterized by harmony and happiness.

**Table 2.** Scane Description 2

Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 2</b> <b>00.15.45</b> <b>Medium Shot</b></p>	This scene shows Eyang who almost cheated on a two-door refrigerator lottery

The moral conveyed in the aforementioned scene pertains to the importance of compassion, affection, and fostering ethical human connections. It is exemplified by the actions of Mr. Nyoto, who, as a youngster, preserves the well-being of his mother and shields her from the deceitful refrigerator lottery scheme that involves the BCA bank. A cohesive family exhibits a robust connection among its members, rendering it arduous to dismantle. The foundation of this family model was established through effective communication, strong bonds, affection, established guidelines, consistent structure, and a sense of safety. In contrast to a family characterized by disharmony, which is frequently marked by conflicts among its members. In addition, there exists a moral connection between an individual

and their own self about the concerns and anxieties of Eyang when he receives a notification about a lottery that subsequently reassures him.

**Table 3.** Scane Description 3

Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 3</b> <b>00.16.43</b> <b>Medium Shot</b></p>	This scene depicts Roy the baker who was almost deceived by the recruitment of a BCA officer.


The moral conveyed in the aforementioned episode is the importance of ethical conduct and fostering genuine human connections. This is exemplified by Eyang's efforts to verify the legitimacy of BCA's recruitment of personnel, ensuring that Roy is not misled by individuals who have been bribed. This compassionate behavior also has a constructive and positive impact on life by fostering greater intimacy between individuals. Leininger (1981) delineated the four stages of concern as follows: attachment, assiduity, closeness, and confirmation. Each stage is accomplished by effectively meeting the requirements of the task. Care entails actively establishing a connection with others and fulfilling their needs.

**Table 4.** Scane Description 4

Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 4</b> <b>00.12.40</b> <b>Medium Shot</b></p>	This scene shows Eyang's alleged disappearance, causing Bu Nyoto and Mr Nyoto to panic while Eyang was leaving with Icha.


The moral conveyed in the aforementioned scene pertains to the significance of care and familial bonds in the moral interplay between individuals, highlighting the evident concerns exhibited by Mrs. Nyoto and Mr. Nyoto upon discovering Eyang's absence from their residence. In order to prevent misunderstandings, such as the situation with Eyang, who was ultimately found to be with Icha, it is advisable for family members to verify the individual's presence beforehand. In addition, there exists a moral and personal connection between Mrs. Nyoto, Mr. Nyoto, and God, for which they express gratitude to Eyang for never being absent. Expressing thanks is indicative of our appreciation for the blessings bestowed upon us by God, regardless of their magnitude. Gratitude is shown through both verbal and non-verbal actions. It is the adoration of God and the expression of gratitude for His actions.

**Table 5.** Scane Description 5

Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 5</b> <b>00.16.34</b> <b>Medium Shot</b></p>	This scene shows Jejen who was almost fooled by a job offer to become a TKI in Korea. It turns out that Yanto, who was licking his shoes, intended to deceive Jejen by offering him a job at a cheap price.

The shown scene conveys a moral message regarding the ethical aspects of human interactions. It highlights the concerns of Mr. Nyoto's family regarding Jejen, who was nearly tricked by a job offer to work as a TKI in Korea. Additionally, there is a moral message regarding the human connection with God, in which Jenen expresses gratitude for not being tricked, and Eyang also expresses gratitude for the recovery of the misplaced shoe. Hence, it is advisable not to hastily believe any job postings advertised on social media platforms, whether they are from sponsors or Field Recruiters (PL) who approach with enticing offers of overseas employment, promising swift hiring, excellent work conditions, and high salaries. As per Article 13 of the Ministry of Employment Regulations No. 22 of 2014 regarding the Implementation of the Placement and Protection of ICTs, it is advisable to inquire whether the job applicant possesses the necessary documents, such as the Decision Letter (SK), confirming their appointment as a recruiter by the CPTCIS. If you are unable to present the necessary documentation, it is advisable to decline a job offer that requires it.

**Table 6.** Scane Description 6


Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 6</b> <b>00.12.40</b> <b>Medium Shot</b></p>	This scene shows Mr. Nyoto who bought a bird but was deceived by a birdseller.

The lesson conveyed in the aforementioned incident pertains to Roy's moral connection with God, as he expresses gratitude for avoiding falling victim to the deceitful actions of the bird vendor, Mr. Nyoto. In addition, there exists a sense of personal morality that pertains to the feelings of disappointment and grief experienced by Mr. Nyoto, who was tricked by a bird-seller. The term "disappointment" is a common occurrence in our daily lives, however we often overlook its true



significance. According to the Indonesian dictionary, disappointment is defined as feeling unsatisfied or small-hearted due to unfulfilled desires. Psychology defines disappointment as a state in which an individual experiences something unpleasant and irritating, accompanied by a sense of rage due to the misalignment between their desires and reality. The fraudulent conduct of these offenders encompasses various methods. One issue is the tendency to provide an overly detailed description of a product, while neglecting to include all the necessary information. Additionally, there is a problem of incomplete information being provided about certain products. Furthermore, there are instances where the vendor fails to respond to the buyer.

**Table 7.** Scane Description

Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 7</b> <b>00.12.40</b> <b>Medium Shot</b></p>	This scene shows Mrs. Nyoto receiving a lot of orders that Roy initially rejected

The moral conveyed in the aforementioned scene pertains to the ethics of self-interaction, as seen by Roy's disillusionment upon originally declining the request, only to change his mind when the customer opted for Bu Nyoto's soto instead. Roy teaches us the importance of not rejecting a backup option. In this particular situation, Roy declines a potential buyer who wishes to purchase his merchandise. We should express gratitude for our current possessions and circumstances. Not everyone enjoys the same standard of living as we do. It is important that we consistently strive for excellence and cultivate a mindset of gratitude in all aspects of our lives. In addition to other moral considerations, the happiness of Bu Nyoto and Icha is also influenced by the fact that soto purchasers place orders in big amounts.

**Table 8.** Scane Description

Shot	Visual	Description
1.	 <p style="text-align: center;"><b>Episode 8</b> <b>00.12.40</b> <b>Medium Shot</b></p>	This scene shows Mr. Nyoto who chose not to take office instead of leaving Jakarta City

The moral message displayed in the above scene is the morality of human relations with other human beings about care, affection and family where Mr. Nyoto is prepared not to take office in order not to leave Eyang and not to spoil the happiness of Bu Nyoto and Icha who are already well in Jakarta. Not only that, Mr. Nyoto is also eager to become an online taxi to earn extra money in order to buy a gift for Icha and Bu Nyoto. Building a harmonious family demands a caring attitude between all family members. A loving attitude is the bedrock of life with family members. With a caring attitude, each family member will respect one other. Besides, a loving attitude will also be rooted in effective communication and co-operation in the family. If a living family loves each other then the harmony of family life will be strongly rooted.

An examination of the substance of Webseries According to What Mama Said This has been able to supply understanding of how the moral message plays a significant function in establishing a direction of the story in the film. And based on its kind, the film is ideal for semantic content analysis, which refers to the classification of signs by meaning. Semantic content analysis in Webseries according to what Mama says utilizing reference analysis criteria (designation analysis). This guideline category develops a text analysis model of Webseries according to what Mama says by computing the number of frequencies how often a given object is cited. Like the amount of terms used to relate to worship, acts that demonstrate concern or help, and so on. Qualitative content analysis has obtained several big lines from the categories of moral messages from Webseries According to What Mama Says, classification of data by category of the moral teachings of the film, and data analysis.

In this step the data analysis is carried out using the inference of the scene-scene Webseries According to What Mama Said with the construction of the analysis of the notions of the visible (manifest) and hidden (latent) moral message, namely: The background of the moral message of Webseries According to What Mama Said is a message conveyed from an interaction of existing characters. It's an exchange of knowledge on any topic relating to the application of moral principles in previously prepared settings. Furthermore, a qualitative examination of the content of Webseries according to what Mama said demonstrated that the existence of the application of one form of mass communication product. Webseries What Mama said as evidence of the ongoing communication process of the film to disseminate moral values to the audience (penonton). Webseries The Mother's Word also proved to be a mass media that offers multimedia and conveys moral lessons to its viewers. From the analysis of the substance of the messages in Webseries according to what the word Mama can be categorized in three categories: the moral relationship of man with God, the moral relation of man to himself and the moral human interaction with other human beings.

## 5. Conclusion

A study examining the substance of web series based on the information provided by "What Mama Said" This has facilitated the acquisition of insights on the pivotal role that the moral message plays in shaping the narrative trajectory of the film. The film is appropriate for semantic content analysis, which involves categorizing signs based on their meaning, depending on its genre. (context of the moral message). The moral theme depicted in certain sequences revolves around the ethical implications of human interactions, as exemplified by Icha's concern for his mother. As a kid, he demonstrates his care by seeking evidence of communication in order to ascertain if his mother is being tricked or not. In addition, there is a moral lesson within the family dynamic where Mom Nyoto's mother expects her son to comply with her parental authority. The final aspect is the ethical dimension of one's connection with oneself, namely the profound sense of disillusionment experienced by Mrs. Nyoto upon discovering that she had been duped.

## 6. References

- Abidin, A.Mustika. (2021). Pendidikan Moral Dan Relevansinya Dengan Pendidikan Islam. Jurnal Paris Langkis Volume 2, No. 1. <https://doi.org/10.37304/paris.v2i1.3282>.
- Alfajri, Iqbal, dan Budi Isdianto. (2014). Analisis Web Series Dalam Format Film Pendek. Volume 6, No. 1.

- 
- Danesi. (2012). *Pesan, Tanda, dan Makna: Buku Teks Dasar Mengenai Semiotika dan Teori Komunikasi*. Yogyakarta: Jalasutra.
- Djawad, Alimuddin A. (2016). Pesan, Tanda, dan Makna dalam Studi Komunikasi. *STILISTIKA: Jurnal Bahasa, Sastra, dan Pengajarannya*. Volume 1, No. 1. <https://doi.org/10.33654/sti.v1i1.344>.
- Hamzah, Radja Erland. (2018). *Web Series Sebagai Komunikasi Pemasaran Digital Traveloka*. Volume 1, No. 2.
- Helaluddin, dan H. W. (2019). *Analisis Data Kualitatif: Sebuah Tinjauan Teori & Praktik*. Makassar: Sekolah Tinggi Theologia Jaffray.
- Kurniawan. (2002). *Semiologi Roland Barthes*. Magelang: Penerbit Yayasan Indonesiatara
- Margono, S. (2007). *Metodologi Penelitian Pendidikan*. Jakarta: Rineka Cipta.
- Nurudin. (2013). *Pengantar Komunikasi Massa*. Jakarta: PT. Raja Grafindo Persada.
- Ritzer, George. (2014). *Teori Sosiologi, dari sosiologi klasik sampai perkembangan terakhir postmodern, (terjemahan)*, Yogyakarta: Pustaka Pelajar.
- Sobur, A. (2009). *Semiotika Komunikasi*. Bandung: Remaja Rosdakarya.
- Yusuf, A. M. (2014). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Jakarta: Prenadamedia Group.